

Message Text

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FM AMEMBASSY LIBREVILLE

TO SECSTATE WASHDC 8239

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FOR M/FSI DUNCOMBE

E.O. 11652: N/A

TAGS: AFSSO

SUBJ: NOMINATION FOR OVERSEAS MARKETING RESEARCH SEMINAR

REF: STATE 21438

1. EMBASSY WISHES NOMINATE FSL COMMERCIAL ASSISTANT GHISLAINE SIMON TO PARTICIPATE IN ABIDJAN MARKETING RESEARCH SEMINARY DESCRIBED REFTTEL.

2. MRS. SIMON, HAITIAN NATIONAL, HAS BEEN WORKING IN EMBASSY COMMERCIAL SECTION FOR THREE YEARS. WIFE OF LEADING LOCAL ARCHITECT, SHE EXPECTS REMAIN INDEFINITELY IN GABON AND HOPES CONTINUE IN EMBASSY EMPLOY. SHE IS EXTREMELY CAPABLE, AND POSSESSES WIDE RANGE OF VALUABLE CONTACTS IN LOCAL BUSINESS COMMUNITY AND GOVERNMENT CIRCLES. HER KNOWLEDGE OF BOTH WRITTEN AND SPOKEN ENGLISH IS FULLY ADEQUATE FOR SEMINAR, AND IS ESTIMATED BY EMBASSY AT S-4 R-4.

3. AS STATE AND COMMERCE ARE AWARE, GABON IS ONE OF KEY TARGET COUNTRIES IN AFRICA FOR EXPORT PROMOTION. EMBASSY IS HANDICAPPED BY LIMITED STAFF, WITH SOLE ECONOMIC/COMMERCIAL OFFICER ALSO RESPONSIBLE FOR CONSULAR WORK. MRS. SIMON, ONLY LOCAL EMPLOYEE IN ECONOMIC/COMMERCIAL SECTION, HAS PERFORMED YEOMAN SERVICE IN HANDLING BUSINESS INQUIRIES, GUIDING VISITING BUSINESSMEN, GATHERING STATISTICS AND PREPARING RECURRING REPORTS, PREPARING WTDRS, AND HANDLING RANGE OF OTHER TASKS. HOWEVER, SHE LACKS BACKGROUND OR

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SPECIALIZED TRAINING NECESSARY FOR MARKET RESEARCH WORK

WHICH IS KEY TO FURTHER EXPORT PROMOTION; TIME CONSTRAINTS HAVE MADE IT IMPOSSIBLE FOR ECONOMIC/COMMERCIAL OFFICER TO UNDERTAKE MUCH VOLUNTARY WORK IN THIS FIELD; AND EMBASSY PROPOSAL TO USE SUMMER INTERN IN THIS AREA FOUNDERED ON UNAVAILABILITY OF SUITABLE CANDIDATE.

4. THUS, SEMINAR IS IDEAL FROM OUR POINT OF VIEW IN THAT IT WOULD PROVIDE PROPER TRAINING FOR MRS. SIMON TO CONDUCT NECESSARY MARKET RESEARCH IN GABON, WITH PROSPECT OF SUBSTANTIAL DOLLARS AND CENTS PAYOFF IN IMPROVED EXPORT OPPORTUNITIES FOR AMERICAN PRODUCTS. HOPE THEREFORE THAT APPLICATION WILL BE FAVORABLY CONSIDERED AND PALCE RESERVED FOR MRS. SIMON AT ABIDJAN SEMINAR.

5. RE STATE 212955, LIBREVILLE DOES NOT PLAN TO NOMINATE CANDIDATE FOR COURSE IN ECONOMICS, TRADE, AND MODERN DIPLOMACY. STEIGMAN

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